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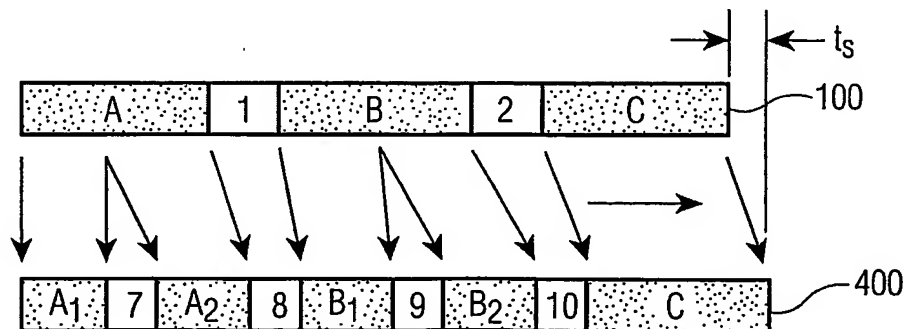
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(54) Title: INSERTING COMMERCIALS IN TIME-SHIFTED BROADCAST CONTENT

(57) Abstract: A method for inserting replacement commercials (7-10) into a data stream (100) is provided where the data stream has program (A,B,C) and commercial (1,2) portions. The method including: detecting one or more of the commercial portions of the data stream; and replacing the detected one or more commercial portions with either more or less of the replacement commercial portions.

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